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## SITE ARCHITECTURE

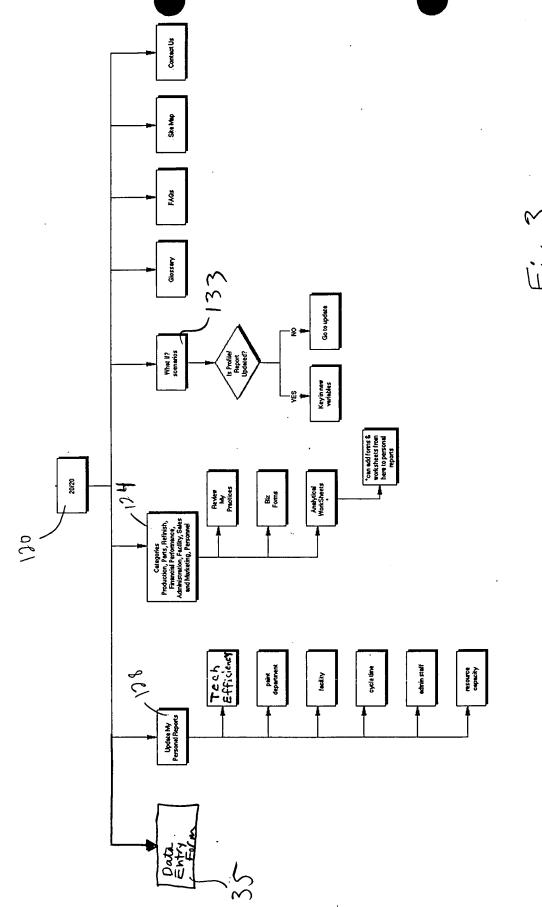


Fig.4

## 2020 Recap: Performance - Priorities - Projections **BASF VisionPLUS** 200 **Performance** Selected Key Performance Indicators Your Shop Ind Guides Top 25% 1 Total Sales \$ (Annualized) \$1,340,000 N/A N/A 2 Total Gross Profit Percent 38.5% 40.0% 43.5% Opportunity -3 Production Proficiency 115% 135% 150% Opportunity 4 Production Staffing Density (Main Shift) 2.3:1 2.0:1 1.7:1 5 Monthly Sales / Administrative Emp \$23,500 \$35,000 \$45,000 Opportunity \* 6 Monthly Sales / Estimator \$111,500 \$140,000 \$160,000 Paint Cost / Paint Hr Billed \$6.50 \$7.00 \$6.00 **Monthly Gallons Waste / Paint Tech** 5 **Overall Customer Satisfaction Index** 91.3% 90% 95.5% 10 Gross Profit \$ per Tech Clock Hour \$27.40 \$35.00 \$45.00 Opportunity 204 240 **Priorities Business Areas & Priorities in Each** शिल्लाव्या Financial Measures Tab 1 244 Financial Performance Tab 2 Sales & Marketing 655 Tab 3 **Customer Satisfaction Index** Tab 4 Insurance Relations inc. Cycle Time Tab 5 **Administration - General** Tab 6 **Administration - Parts** Tab 7 Production - General Tab 8 **Production - Refinish** Tab 9 10 Facility - Capacity, Equipment, Layout Tab 10 Personnel inc. Pay Plans & Incentives Tab 11 250 **Projections Performance Factors** Sales **Gross Profit GP\$ Improved** 1 Current Performance (Annualized) \$1,340,000 \$516,000 N/A 2 With 10% improvement in Production Proficiency \$1,470,000 \$540,000 \$24,000 Performance with One Additional Technician 3 \$1,500,000 \$550,000 \$34,000 4 With 10% improvement in Parts: Labor Ratio \$1,400,000 \$530,000 \$14,000 5 With 2% improvement in Labor Gross Profit \$521,000 \$1,340,000 \$5,000 6 With 2% improvement in Parts Gross Profit \$520,000 \$1,340,000 \$4,000 7 With 2% improvement in Materials Gross Profit \$518,000 \$1,340,000 \$2,000 With Cumulative Impact of All Improvements \$640,000 \$1,600,000 \$124,000 212 **Production Workforce Shift Profile** Main Shift Only Main Shift plus OT or Sat Main Shift & 2nd Shift Main Shift, 2nd Shift & Sat

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Sales & Marketing: Selling and Sources of Business	
Note: This is the Sales & Marketing 'Sub-Page', the 1st of 11 Sub-pages  N/A Weak Avg Strong	
1 Customer 1st Impression of Your Facility Link to Detail Below	
2 Customer 1st Impression of Employees  Checklist and Action Planner  Link to Detail Below	
3 2nd Impressions  Checklist and Action Planner  Link to Detail Below	
4 Sales Close % on Estimates Written  Checklist and Action Planner  Link to Detail Below	
5 Maximizing Repeat & Customer Referrals  Checklist and Action Planner  Link to Detail Below	
6 Maximizing Insurance DRP Business  Cycle Time Performance (CTP)  Checklist and Action Planner  Link to Unique BASF Cycle Time Measure  Link to Detail Below	ment Tools
7 Maximizing Employee Referrals  Checklist and Action Planner  Link to Detail Below	
8 Maximizing Dealership & Fleet Referrals  Checklist and Action Planner  Link to Detail Below	
9 Maximizing 'Exposure' of Location  Checklist and Action Planner  Link to Detail Below	
10 Advertising & Marketing Promotion  Checklist and Action Planner  Link to Detail Below	
11 Yellow Pages & Directories  Checklist and Action Planner  Link to Detail Below	

Sales & Marketing: Selling and Sources of Business

Note: This is a portion of the detail of the Sales & Marketing 'Sub-Page', the 1st of 11 Sub-pages Add to Add to 90-Day One-Year N/A Weak Avg Strong Plan Plan 1 Customer 1st Impression of Your Facility Overall impression from street Signage General Appearance of Building Clear wide entrance Appearance of Parking Area Parking places available Parking places well marked Estimating area marked Appearance of Reception Area Clean Comfortable 2 Customer 1st Impression of Employees Û Telephone Answering & Handling m **Prompt** Strong & Courteous Greeting N Consistent greeting by all Ū Back-up answering responsibility Ŋ **Customer Service Representatives Consistently Courteous** N Consistently Professional Consistently Customer Focused Impression of sales representatives Consistently Courteous Consistently Professional **Consistently Customer Focused** 3 2nd Impressions Reception Area: Info on Display Steps in the Repair Process Refinish Warranty **Employee Training Certifications** Photos / Testimonials **Production Area** 

Fig. 7

Neat & Clean 100% of time Employees in Uniforms Sales & Marketing: Selling and Sources of Business

Note: This is the same portion of the detail of the Sales & Marketing 'Sub-Page', completed Add to Add to 384 90-Day One-Year N/A Weak <sup>^</sup>Avg Strong Plan Plan 1 Customer 1st Impression of Your Facility From 1. above Overall impression from street Signage General Appearance of Building Clear wide entrance 380 Appearance of Parking Area Parking places available Parking places well marked Estimating area marked Appearance of Reception Area Clean Comfortable AU BURNE 2 Customer 1st Impression of Employees From 2. Above ₫ Telephone Answering & Handling Prompt Section 200 Strong & Courteous Greeting Consistent greeting by all ₽ Back-up answering responsibility N **Customer Service Representatives** īŲ **Consistently Courteous** Consistently Professional Consistently Customer Focused Impression of sales representatives **Consistently Courteous** Consistently Professional Consistently Customer Focused 3 2nd Impressions From 3. above Reception Area: Info on Display Steps in the Repair Process Refinish Warranty **Employee Training Certifications** Photos / Testimonials **Production Area** Neat & Clean 100% of time **Employees in Uniforms** 

Note: This is the same Sales & Marketing 'Sub-Page', as it might appear completed Average Strong 1 Customer 1st Impression of Your Facility Checklist and Action Planner Link to Detail Below 2 Customer 1st Impression of Employees Checklist and Action Planner Link to Detail Below 3 2nd Impressions Checklist and Action Planner Link to Detail Below 4 Sales Close % on Estimates Written Checklist and Action Planner Link to Detail Below 5 Maximizing Repeat & Customer Referrals Checklist and Action Planner Link to Detail Below 6 Maximizing Insurance DRP Business ΠIJ Cycle Time Performance (CTP) Link to Unique BASF Cycle Time Measurement Tools ΠIJ Checklist and Action Planner Link to Detail Below 7 Maximizing Employee Referrals Πij Checklist and Action Planner Link to Detail Below Ш 8 Maximizing Dealership & Fleet Referrals Checklist and Action Planner Link to Detail Below 9 Maximizing 'Exposure' of Location Checklist and Action Planner Link to Detail Below 10 Advertising & Marketing Promotion Checklist and Action Planner Link to Detail Below 11 Yellow Pages & Directories Checklist and Action Planner Link to Detail Below

Sales & Marketing: Selling and Sources of Business

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Fig. 10a

## Glasurit Leaders Group - Member Data Entry Form

## Sales, Gross Profit, Hours Sold & Hours Worked

Metal Labor Sales \$ Metal Labor Gross Profit \$ Refinish Labor Sales \$ Refinish Labor Gross Profit \$	Metal Labor Hours Sold  Metal Labor Clock Hours  Refruish Labor Hours Sold  80
Frame Labor Sales \$ Frame Labor Gross Profit \$ Warranty Labor Sales \$ Warranty Labor Gross Profit \$ Internal Labor Sales \$ Internal Labor Gross Profit \$	Refinish Labor Clock Hours Frame Labor Hours Sold Frame Labor Clock Hours Warranty Labor Hours Sold Warranty Labor Clock Hours Internal Labor Clock Hours Internal Labor Clock Hours
Mechanical & Other Sales \$  Mechanical&Other GP \$  Total Labor Sales \$  Total Labor Gross Profit \$	Mechanical&Other Hrs Sold  Mechanical&Other Clock Hrs  Total Labor Hrs Sold  Total Labor Clock Hours
Parts Sales \$ Parts Gross Profit \$ Refinish Materials Sales \$ Refinish Materials Gross Profit \$ Sublet Sales \$ Sublet Cost of Sales	Paint Only Cost of Sales  Mouthly Gallons of Waste  Cost to Remove  Door Labor Rate \$ / Hr
Total Sales \$ Total Gross Profit \$	Mechanical Rate \$ / Hr Matl Allowance / Refinish Hour  Memo: Selected Variable Overhead Values
Fixed Overhead - Building \$ Fixed Overhead - Admin Staff \$ Variable Overhead \$ Total Overhead \$ Net Profit \$	Media Advertising Yellow Pages / Directories Other Promotions Policy Adjustments Training - Admin Staff Training - Technicians

Fig. 10b

\*Value n recent sample of 50 shops.

Technicia	A Commission of the Commission	s per Technician
Production	2 Efficiency	Main Shift Only
	186	1.0
	184	1.2
	173	1.4
	165	1,3
	160	1.0
	159	1.6
	153	1.7
	152	1.8
	149	
	144	1.8
	140	1.8
	139	1.8
	138	1.9
	135	1.9
	134	1.9
		1.9
	131	1.9
You are her		1.9
	129	2.0
	129	2.0
	128	2.0
	124	2.0
	122	2.0
T .	120	2.1
	120	2.2
	119	2.2
	118	2.1
II	117	2.3
IL	116	2.3
9	114	2.3
	113	2.4
	113	2.4
	112	2.4
Ш	111	
	110	You are here $\rightarrow 2.6$
	110	You are here $\rightarrow 2.6$
	109	2.1
	106	2.0
	105	2.9
	103	2.9
	110 109 106 105 103 102 100	<del>- 2.9</del>
<del></del>	100	3.0
	00	$ \begin{array}{c} 2.4 \\ You am have \rightarrow 2.6 \\ \hline 2.7 \\ 2.8 \\ 2.9 \\ 2.9 \\ 2.9 \\ 3.0 \\ 3.0 \\ 3.0 \\ 3.1 \\ 3.2 \\ \end{array} $
	99	3.0
<del>-</del>	98	3.0
	98	3.1
<del></del>	95	3.2
	93	3.2
	92	3.2
	90	3.5
	88	3.2 3.2 3.5 3.5 4.0
	87	. 4.0
į <b>'</b>	237	
	<b>4)</b> /	Fig. 11
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